

AMENDMENTS TO THE SPECIFICATION:

5 Please amend the paragraph beginning on page 13, line 1 and ending on
page 13, line 17, as follows:

Using this exemplary procedure, it is possible to re-define (or
“bloom”) the members of the respective databases 25, 35, 45 in terms of numeric
identifiers. For example, the “blooming” (or quantitative) variables may be a
mean number of transactions per person for a particular merchant, a mean amount
10 per transaction for that merchant, a mean household income of the shoppers
shopping at that merchant, and four variables indicating the proportion of
shoppers for that merchant from particular county sizes (e.g., Nielson counties).
Thus, it is possible to uniquely locate and identify each of the members in, e.g., a
7-dimensional space. By forming the “blooming variables”, it is possible to
15 “widen” the narrow base of connectivity between the databases 25, 35, 45, as
discussed herein. Instead of relying on a qualitative variable which is based on
the presence or absence of shopping or purchasing behavior at a specific
merchant, by utilizing the blooming variables, it is possible to use the quantitative
variables ~~possible to the use the quantitative variables~~ so that the databases are
20 associated and/or interconnected with multiple, substantively interpretable
indicators which possess a higher level of measurement. It should be noted that
the databases 25, 35, 45 do not necessarily have to contain information on the
same individuals. Indeed, the process and system according to the present
invention does not require data on the same individuals to be stored across the
25 databases 25, 35, 45.

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Please amend the paragraph beginning on page 14, line 19 and ending on page 15, line 2, as follows:

5 Similarly, the respondent in the second database 35 who indicated that he shopped at the same member for a particular number of times in,
~~particular number times in,~~ e.g., the last 30 days is also coded to indicate that this
particular respondent shopped the particular number of times at the merchant
where the mean number of transactions was equal to the amount in the first
database 25, the mean transaction amount per purchase was equal to the particular
amount, and the mean household income of a shopper at that merchant was, e.g.,
10 \$54,300.